

APPAREL AND ACCESSORIES

Miu Miu moves into first place on Lyst Index

October 16, 2023



The Italian fashion house has had quite the quarter, hosting events, debuting new collaborations and rolling out products such as the Arcadie handbag. Image credit: Miu Miu

By EMILY IRIS DEGN

According to the latest edition of the [Lyst Index](#), consumer preferences made quite the shift from July to September this year.

Italian fashion house Miu Miu has soared to the quarterly ranking's top spot for the first time ever, jumping up from fourth place in Q2. After months of unique collaborations, in-person events and the launch of the Miu Miu Women's Tales Committee, the buzz-worthy luxury name has overtaken the likes of Spanish fashion label Loewe and Italian fashion brand Prada, which slotted in second and third, respectively.

The Q3 2023 Lyst Index's brand performance results are based on the fashion technology company's analysis of shopper behavior. The study incorporates searches on and off its platform, as well as sales and product views, social media mentions, activity and engagement numbers worldwide.

Hot spots

This has been the year of records for luxury brands aboard the Lyst Index.

Miu Miu's ascension dethrones Loewe, which made first place for the first time amid the Q2 report ([see story](#)). Though it has since lost that crown, its second-place ranking reveals that it is still of high appeal to luxury consumers.

During Q3, Loewe released fall/winter 2023 campaigns starring popular celebrities, launched the Squeeze bag and named Chinese actor and singer Yang Mi as a global brand ambassador.



Loewe continues to do well on the Lyst Index, with one of its purses landing on the top 10 Hottest Products list for Q3. Image credit: Loewe

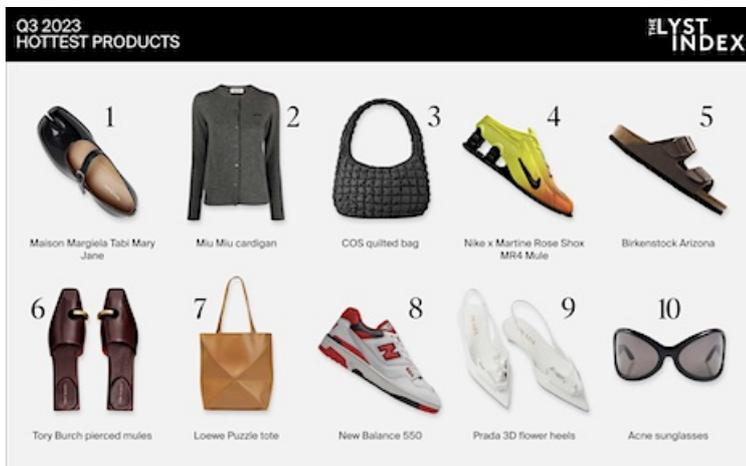
Prada, the sister brand to the hottest label this quarter, comes in third place, falling one spot since the last report.

At the beginning of the year, it stood at the top of the list. Lyst cites the house's Arqu shoulder bag debut, flower kiosk collaboration for fall/winter 2023 and 10th edition Prada Mode event in Seoul as factors that secured the main player a top three spot.

Next up are Bottega Veneta, Versace, Saint Laurent, Moncler, Valentino, Jacquemus and Burberry, respectively, the latter of all labels hitting ninth place, achieving its highest ranking ever since Lyst began releasing its report.

In fact, the British fashion house has made one of the biggest leaps on the list, increasing by four spots and landing in the top 10.

Lyst points to the launch of chief creative officer Daniel Lee's first collection in stores and local activations during London Fashion Week as being behind the boost.



A majority of the most popular Lyst Index products are shoes this quarter. Image credit: Lyst

Other shakeups in the industry include Italian fashion house Ferragamo making an entrance into the Hottest Brands ranking for the first time, which the report points to the appointment of designer Maximilian Davis and celebrity endorsements garnering the brand greater attention on social media as causes.

When it comes to the individual products moving consumers toward purchase consideration, the Tabi shoe from Parisian fashion brand Margiela comes out on top.

In September 2023, searches for the footwear increased by 342 percent. The item went viral on TikTok, but the shoes have been a longtime high fashion purchase for a while now, according to Lyst.

Miu Miu's meteoric rise

In its 30th anniversary year, Miu Miu is making headlines for its climb to the top of the index.

Lyst credits the rising demand for hero products, as the brand's ballet flats and Arcadie bag have attained global attention ([see story](#)). Miu Miu's fall/winter campaign featuring the Wander bag has more

than 223 million views on TikTok, which the report states has made a big impact on sales.



Pictured above, Miu Miu's Wander bag has become one of the most sought-after luxury purses on the market. Image credit: Miu Miu

Embracing a live theme, the slot stars British actor Emma Corrin, American singer-songwriter Ethel Cain, American model Annabelle Weatherly, Chinese actor Zhao Jin Mai, American model Amelia Gray Hamlin, British actor Mia Goth, and American model and LGBTQIA+ advocate Zaya Wade ([see story](#)).

Miu Miu's logo cashmere cardigan has also swept up second place on the Hottest Products list.

The achievement is causing a "halo effect" for the sweater category, according to Lyst. Searches for cardigans are up 44 percent thanks to the "it" status the label's offering has established.

Though this is the first time that Miu Miu has reached priority standing, the company has done relatively well all year, by Lyst Index standards ([see story](#)).

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.